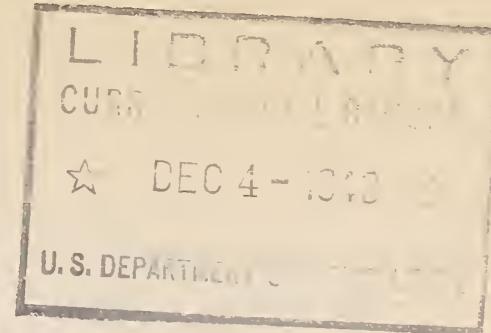


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143



# *Marketing Activities*

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## -IN THIS ISSUE-

## WAR AND DAM TROUBLE

By Ward T. Bower ..... Page 3

You are probably surprised that we--of all people--are interested in salmon. But as the saying goes, war makes strange bedfellows.

## HAMBURGER--1942 STYLE

By Murray Morgan ..... Page 7

The dehydrated beef we are talking about isn't the steak that Joe, down at the diner, forgot to turn over. This is a lot better.

## MR. CHICKEN GOES TO TOWN

By Alice Nichols ..... Page 11

Fryers and broilers will be known as Victory Food Specials the length and breadth of the land the last half of July. But don't let that worry you. They'll taste all right.

## TURN BACKWARD, TURN BACKWARD--

By Arthur G. Peterson ..... Page 13

Our War Gardens of 1917 became the Victory Gardens of 1942. In 1967 they will be called--aw, let's get smart, cut out the shooting, and call them just gardens.

## THE EGG DRYING INDUSTRY GROWS UP

By George Snell ..... Page 17

Nobody ever settled the question of which came first, the hen or the egg. But so far as the egg drying industry is concerned, it was hen, then egg, and then--presto--egg powder.

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**WAR AND DAM TROUBLE**

. . . . . by Ward T. Bower

Fish and Wildlife Service

A young fellow walked into a grocery store one day and asked the owner for a job. The grocer, looking for a real salesman, said, "I'll give you a job if you can figure out some way of selling that pink salmon back there. My customers pass it up and buy the red." In a few days all of the pink salmon had been sold and the young man was on the payroll. He had simply put up a big sign that read GENUINE PINK SALMON and human nature had done the rest.

This isn't a new story but it does bring out one point: No tricky sales promotion will be needed this year to sell salmon of any color. Supplies available to domestic consumers will be short. The 1942 salmon pack, for instance, is estimated at not over 5,000,000 cases--considerably smaller than the 1931-40 average of 6,882,000 cases. But that isn't all: The Agricultural Marketing Administration expects to buy at least 2,800,000 cases for the armed forces and for Lend-Lease shipment. That won't leave any too much of the 1942 pack for grocery store sale.

Well over four-fifths of our annual salmon catch comes from Alaska and that is a circumstance that is casting considerable uncertainty over the entire 1942 production situation. Figuratively speaking, Alaskan fishermen never know when they will hook a Jap submarine. So the Agricultural Marketing Administration is working on contracts that will assure Alaskan salmon packers the recovery of 85 percent of their "out-of-pocket expenses," should their operations be reduced by enemy action or action by the U. S. Government. The contracts will assure the undertaking of fishing expeditions in Alaskan waters--expeditions that otherwise would not be made because of the risks involved.

Trouble Along the Columbia

Columbia River salmon packers, though outside of the war area, have troubles all their own. These started when the Government built Grand Coulee Dam, a giant wall 4,300 feet wide and 550 feet high. Salmon, no matter how strong their determination to get up the river to spawn, could never hurdle this barrier. Thus the Fish and Wildlife Service has had to try an experiment in fish education, the success of which hinges upon the answer to one question: Can the age-old instincts of the salmon be changed?

Normally, the life cycle of the salmon begins when he is hatched out of an egg at the headwaters of one of the many streams that drain into the Columbia River. He lives in his home waters for half a year, growing to a length of six or eight inches, and then starts down the river to the Pacific Ocean.

Mr. Salmon lives in the ocean for over 3 years--just where, nobody knows for sure--and puts on weight. The Chinook salmon averages 22 pounds, but often weighs as much as 70 or 80; the sockeye weighs 5 to 8 pounds; the chum, or Keta, about 9 pounds; the Coho, or silver, 3 to 8 pounds; and the humpback, or pink, 3 to 6 pounds.

One day the salmon gets an urge--it may be spring or fall, depending on the species--to swim back upstream to spawn. He doesn't eat, so much in a hurry is he, and he will leap a 12-foot cascade if necessary, to get to his destination. Thousands of other salmon have the same idea and this mass movement constitutes the salmon "run." During the run, the salmon packers along the lower Columbia reap their harvest of fat, healthy fish. But our salmon is lucky; he eludes every net and finally arrives at the gravel beds where he was born--sometimes 1,200 miles from the ocean.

He finds a mate and together they scoop out a trough in the gravel and the female lays her eggs, perhaps 5,000 of them. Our male salmon fertilizes them and the two fish cover the eggs with gravel. Emaciated and exhausted from their long battle up the river, their life cycle is just about completed. Though heading upstream, they make no effort to battle the current, and drift away. Somewhere down the stream, within 1 to 14 days from the time of spawning, they die.

#### Transplanting the Salmon

That is the way a salmon's biography would have been written before the Government started building dams. It is different today. Mr. Salmon swims up the Columbia until he comes to Bonneville Dam. This isn't much of a hurdle, because the Government has built a fish ladder--a watery staircase around the dam proper--that allows the salmon to ascend in easy jumps.

But there isn't any fish ladder at Grand Coulee Dam, the dam is too high for successful operation of a ladder, and it would be the end of the line for our friend if it weren't for the fish trap operated by the Fish and Wildlife Service at Rock Island Dam, 150 miles downstream from Grand Coulee. Our fish swims into the trap, together with many of his fellows, and when the trap is full it is hoisted up, with both water and fish, and the contents dumped into a specially constructed tank truck. In this manner the entire run is trapped.

Some of the fish are hauled to the Government's hatchery at Leavenworth, Wash., dumped into holding ponds, and spawned artificially. The eggs are hatched and the young fish, or fingerlings, are fed until they are large enough to release. About 7,500,000 young fish are reared at Leavenworth, and after they are big enough to make their own way, they are turned loose in the streams.

The little Chinook salmon are released in the Entiat-River and

Nason Creek, where the swift water is to their liking. The sockeye salmon are released in the Wenatchee and Okanogan Rivers, for they spawn only in streams with lakes at their source. Object of this project, of course, is to make a new "old home place" for the young salmon below Grand Coulee Dam. Then, after they grow up to be adult fish and start back up the river to spawn, they may go to the streams in which they were released as fingerlings. There are preliminary indications that the plan is working out.

The rest of the salmon trapped at Rock Island Dam are hauled directly to the Wenatchee, the Entiat, and other streams. Grilles have been set in the water to keep the fish from moving downstream, and they finally turn around, swim upstream, and spawn. It is hoped that the fingerlings hatched out by this method also will adopt these streams as their spawning ground a few years hence. This alternative plan is being used to supplement the hatchery program because the Fish and Wildlife Service doesn't want to overlook anything that will operate to preserve the Columbia River salmon industry, which is valued by the Government at \$250,000,000.

Oh, yes--that matter of the red and pink salmon. You may not believe it, but there really isn't any difference, except, of course, the color. Far from being mere cat food, as some people argue, pink salmon is just as tasty, just as nutritive, and just as desirable as the red. If you're not convinced, try the blindfold test.

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#### RUBBER-LIKE MATERIAL DEVELOPED FROM OILS OF SOYBEANS AND CORN

Although chemistry's efforts to meet the rubber shortage center mainly on producing a synthetic product from such large-scale raw materials as grain and petroleum, the Department of Agriculture also is working on so-called rubber substitutes and rubber extenders. Substitutes would be useful for many products that do not have such huge and exacting requirements as tire manufacturing. Extenders could be mixed with natural rubber to reduce the quantity of the latter required.

At the Northern Regional Research Laboratory at Peoria, Ill., chemists working with such farm products as soybean oil and corn oil have produced materials that look, smell, and feel much like natural rubber. Some of these products will stretch 200 percent or more and return to their original forms, and show tensile strengths of approximately 500 pounds per square inch. The general run of natural rubber has a 600 percent stretch, and a tensile strength of 3,000 pounds or more.

But there are other important qualities than stretch and tensile strength. Some of these are resistance to abrasion, cracking, oxidation, heat, and the effects of light and chemicals.

## TOBACCO INSPECTION FAVORED IN FLUE-CURED REFERENDUM

Free and mandatory tobacco inspection service of the Agricultural Marketing Administration for the 49 flue-cured tobacco markets of the South was approved by eligible producers voting in the referendum held May 25-28. Total number of eligible ballots cast in the referendum was 26,320. Of this total, 18,406 or 70 percent favored designation of the flue-cured markets for the inspection service.

The Tobacco Inspection Act provides that at least two-thirds of the eligible producers voting in a referendum on designation of markets for services provided by the law must vote in the affirmative. All growers who sold tobacco at auction on the markets last year were eligible to vote.

Because of the difficulty of obtaining qualified inspectors, however, only nine markets will receive the inspection service this year. Federal inspection will not be extended to the other 40 markets for at least another year, AMA officials say.

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## SOUTHERN EGG MARKETING PROGRAM TO CONTINUE IN 7 STATES THROUGH AUGUST

The southern egg marketing program will be resumed July 6 and will be available through August in Virginia, West Virginia, North Carolina, South Carolina, Georgia, Arkansas, and Florida, the Agricultural Marketing Administration announced recently. Announcements requesting bids from operators of refrigerated warehouses, who would become AMA buying agents under the continued program and supply various required services, have been sent out to prospective bidders by the AMA Purchase Branch.

Under this program, which operated from March 18 through June 30, the Agricultural Marketing Administration purchased nearly 29,000 cases of shell eggs through designated agencies in seven Southern States in lots of 10 cases or more. Purchases of these eggs, valued at more than \$250,000, have been made on designated days each week at announced prices based on at least 85 percent of parity for each State. The eggs have been inspected by Federal-State inspectors and held in the designated warehouses for distribution as specified by the AMA.

The program has provided egg producers operating small farm flocks of layers in the Southern States with a cash market for eggs offered in relatively small lots. It has operated in addition to an AMA purchase program for the Southern States under which shell eggs have been bought in lots of 100 cases or more, on an offer and acceptance basis.

**HAMBURGER--1942 STYLE**

. . . . . by Murray Morgan

Some said it couldn't be done. They agreed that dehydrated eggs, milk, and vegetables were good wartime products, but beef--the skeptics shook their heads. "It's hard enough to get flavor and tenderness in a fresh cut," they said. "Now run that beef through some kind of drying contraption and what do you get? Shoe leather."

But meat experts working under direction of the U. S. Department of Agriculture's Research Administration were more hopeful. And their hopes were justified. They have turned out an excellent product in experimental tests--not a steak smothered in onions, mind you-- but a beef that can be used for hamburger, meat loaf, and croquettes. It won't be long before commercial processors are turning out large quantities of dehydrated beef.

At least, the meat industry is being encouraged to offer dehydrated beef to the Agricultural Marketing Administration for Lend-Lease shipment and possibly for other distribution uses. Requests for offers of the dehydrated beef went out June 30 to all processors who have indicated their interest in meat dehydration. It is too early to forecast how much will be purchased under the initial program, for the number of tons bought will depend in large part on the quality of the samples submitted with the bids. But production facilities for the time being will necessarily be limited to the present capacity which is probably not over 100 tons a week.

More Meat--Less Space

To begin at the beginning, there are three important reasons why dehydrated beef is becoming one of our wartime necessities. It is needed in large quantities by our soldiers and allies abroad, because it is a good source of protein--the body builder. And if beef is going to be shipped, it must be processed in such a way as to make refrigeration unnecessary, either on the ships that transport it or at the final destination. Furthermore, the weight and bulk of the beef must be reduced to conserve cargo space.

The experimental work began only about four months ago, and the first tests brought out a few preliminary facts. One of these is that, for the present at least, the meat must be cut into fairly small pieces, though not necessarily to hamburger consistency, before dehydration.

The finished product must meet certain requirements. It must be wholesome; that is, safe to eat. It must be palatable. It must be so prepared and packaged as to have good keeping quality in all kinds of climatic conditions. And it must have good nutritive value.

Quality Tests

The requirements aren't left to chance. In the Department of Agriculture's research laboratories at Beltsville, Md., samples of dehydrated meat are tested for moisture and fat content, possible development of rancidity, changes in protein, mineral content, vitamin content, and other qualities. Feeding to laboratory animals is part of the testing procedure used in developing sound processing methods. The tests also include storing the material for various periods at temperatures as high as 110 degrees Fahrenheit, simulating the severe conditions that would be encountered in actual use of the product in wartime. In addition, samples are submitted to cooking (and eating) tests by experienced judges of meat quality.

Several types of dehydrating machinery and equipment are satisfactory, and all available types are being studied. In some of the tests, the meat has been precooked in open, steam-jacket kettles and then dehydrated in a cabinet drier. In tests now under way, the raw meat is being run through a double-drum drier held at different temperatures, then finished in a cabinet drier. Other studies will involve precooking the meat in steam kettles, with and without pressure, followed by further drying in any one of three different types of cabinet driers. Dehydrating meat in various types of vacuum driers and in a rotary drier also will be studied by the experimenters.

Two other types of dehydrators have been designed. One, now under construction, is of cabinet type with some new features that are expected to increase efficiency. The other, still in the blue print stage, is an air-flotation dehydrator. This drier will suspend the meat particles in a blast of heated air from below until they are dry enough to blow over the top of the air-blast tunnel into receptacles.

The Double-Drum Drier

In the current tests with the double-drum drier, fresh beef is cut from the bone. Masses of fat are also cut away, though from 20 to 30 percent of fat can be left in the finished product. The meat is sliced into chunks and put through a mill that cuts it into pieces about 1-1/8 inch in diameter.

The cut meat is fed between two heated revolving drums set one eighth inch apart. Inside the drums is steam under 100 pounds pressure and at a temperature of 337° F. The drums usually make a complete revolution in less than a minute, and the meat is in actual contact with the heated drums for from 40 to 60 seconds.

This treatment coagulates, shreds, and to a certain extent precooks the meat. Within three-quarters of a minute the beef loses from 45 to 50 percent of its water content. Scrapers automatically remove the cooked meat from the revolving drums and it falls into trays beneath.

From these it is transferred to other mesh-bottomed trays that are slipped into a cabinet drier for 2 or 3 hours at 160° F. The water content of the meat is reduced to 5 percent in the cabinet drier and it is ready to be packaged.

The final product occupies about half the volume of the original raw meat and weighs about one-fourth as much. From 20 pounds of fresh beef, 5.3 pounds of the dehydrated product were produced in one test. Thus the ordinary steer yielding about 350 pounds of lean beef would yield less than 90 pounds of dehydrated beef.

Beef dehydration has been occupying most of the experts' attention, but progress in pork dehydration is being rushed because of the relatively large supplies of pork in prospect. There is only one possible hitch to the dehydration of pork: It has more fat than beef and this is expected to present some difficulties.

#### Packaging Difficulties

Packaging is one of the big problems of meat dehydration. If inert gas, such as neon or helium, is used, the container must be made of gas-tight material. If metal containers are used, they must be coated to protect the product from metal contamination and to protect the meat itself from rust. In any case, the package finally adopted must be strong enough to stand rough handling and must be of material that will protect the meat from moisture absorption, insects, and contamination. For a while, at least, tin will have to be used, but in view of the tin shortage other packaging materials are being investigated.

Another problem will be learning how to cook dehydrated meat to the best advantage, and the scientific cooks of the Bureau of Home Economics are slaving over hot stoves to find the answer. The tests are by no means completed, but some of the dehydrated meat has turned out very well in croquettes, meat loaves, and meat pies. A coarser grinding, such as that already described for the double-drum drier, gives a product that is suitable for stews.

It is probable that the first dehydrated meat produced on a commercial scale will not represent the highest quality that eventually can be produced. This is a common experience with a new product. But further developments and refinements will come, just as they have with automobiles, airplanes, refrigerators, and the hundreds of other things that were greatly improved after they were first introduced.

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The War Department has ordered clippings of manes, tails, and bodies of army horses stationed at remount depots to be saved. After the hair is cleaned and softened, it is a lightweight, high grade material adaptable for use in plane cushions and hair rope.

CANNERS REQUESTED TO OFFER  
APRICOT BIDS UNDER NEW PLAN

Under an amended program, cannerys have been asked to submit bids to the Agricultural Marketing Administration for 840,000 cases of solid pack pie apricots required for Lend-Lease shipment. Bids will be accepted, however, only from cannerys who agree to pay growers at least \$60 per ton for the fruit--orchard-run as to size--delivered at the cannery plant and used in packing the deliveries made to the AMA.

The offer-and-acceptance method of purchasing was adopted, AMA officials pointed out, inasmuch as cannerys did not respond sufficiently to the specified price plan announced June 25 to assure an adequate supply of this pack of canned apricots needed for Lend-Lease shipment.

Marketing officials stated that the minimum price of \$60 to growers should establish a general average this season of at least \$70 per ton--the previously announced minimum--for fruit of the kind normally used by cannerys in their regular canning operations. This average would meet the minimum provided by Section 3 (a) of the Emergency Price Control Act.

The recently announced prices to growers for dried apricots are being reconsidered by the AMA to determine whether such prices should be revised upward for a better alignment between grower prices for apricots used for canning and those used for drying.

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LEND-LEASE FARM PRODUCT DELIVERIES  
TOTAL 5,178,000,000 POUNDS TO JUNE 1

More than 5,178,000,000 pounds of farm products had been delivered to representatives of the United Nations for Lend-Lease shipment up to June 1. Total cost of these products, bought by the Agricultural Marketing Administration and delivered at shipping points since the program began in April 1941, has approximated \$701,000,000.

During May, 299,914,489 pounds costing \$41,528,179 were delivered. The largest transfers were for meats and dairy products, meats totaling 52,098,154 pounds and dairy products 40,383,556 pounds.

The per unit cost of all commodities delivered in May averaged 20.6 cents a pound.

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Cotton is a real war material. When Navy gunners draw a bead on a Jap warship and blaze away with their 16-inch gun, they literally fire a bale of cotton at the enemy.

**MR. CHICKEN GOES TO TOWN**

..... **By Alice Nichols**

It all started out in the country last spring, when chicken-conscious farmers bought baby chicks by the thousand, fired up their incubators, and even poked a few extra eggs under Old Biddy. After the blessed-eventing was all over and noses--or rather beaks--counted, it appeared that a record hatch had been chalked up.

These chicks were intended to build up laying flocks for the egg-production job needed under the Food-for-Freedom program. But, to dip into biology, a big percentage of those chicks were cockerels, and as an egg-layer, a cockerel is a total bust. So, to make a long story short, those cockerels, together with some cull pullets, will be marketed the last half of July as broilers and fryers under the Victory Food Special label.

This all means that millions of Americans will be faced with the patriotic and pleasant duty of seeing that this toothsome but perishable meat doesn't go to waste. It is the smart thing to do, furthermore. If we eat chicken, more of the shippable meats--tinned, cured, and frozen pork and beef--can take to the high seas.

And Now Comes Peaches

A fried chicken dinner rounded out with a fresh peach cobbler is just right for late July and early August. That's right, there will be a bumper crop of peaches this year and they will also be sold as a Victory Food Special. Two Specials on the same table and you are bound to have something special.

This Victory Food Special idea is no joke, for our marketing officials are in what is commonly known as a quandary. Here we have our allies pleading for more and more food of the kind that can be shipped--the Agricultural Marketing Administration checks items off a Lend-Lease shopping list that adds up to some \$5,000,000 worth of groceries a day. At the same time we have surpluses of perishables, the kind that can't be shipped. It takes figuring to dovetail these constant drains and seasonal abundances into a program that won't upset the overall food basket.

The basket will be upset if there is waste. One way you can help avoid waste is to follow this rule: Eat all the foods in seasonal abundance you can and can all you can't eat. To put the rule into effect, watch for the Victory Food Specials.

The red-letter days for fryers and broilers are from July 16 to July 25. For peaches, the dates are from July 16 to August 5. Other Victory Food Specials will be announced later in the year.

RECORD IN FARM PRODUCTION EXPECTED;  
PRICES HIGHER THIS SUMMER THAN LAST

Signs at mid-year continue to point to a high record of agricultural production in 1942, the Department of Agriculture reported in a recent summary. Extraordinary production already has been recorded by the dairy, poultry, and livestock industries. Similar achievements are expected by producers of most of the food and feed crops. Farmers are getting higher prices this summer than last.

Farm income this year to date has been running above 1941 figures, but production costs are unusually heavy, particularly because of higher wages. The farm payroll will total more than one billion dollars this year. Experienced farm labor is not easy to get--especially in areas where war industries are drawing off labor.

Farmers have reported a record spring pig crop of 62 million head, and plan a 43 million fall crop. The calf crop, estimated at 32 million, also sets a record. Slaughter of cattle and calves has been considerably larger to date this year than last, and the total for 1942 will be close to the Government slaughter goal of 28 million head. Total meat supply--beef, pork, lamb, poultry--should be the largest on record.

Larger acreages of feed crops have been planted this year, but unusually good yields will be needed to exceed production in 1941. Feeders meanwhile have been dipping heavily into carryover stocks, and the total supply of feed--carryover plus new crops--may be a little smaller in 1942-43 than in 1941-42. A further increase in production of feed grains may be needed next year to support the record numbers of livestock on farms at that time.

Food Crops Larger

Food crop acreages in general are expected to be larger this year than last, notably vegetables for both fresh market and processing. Little information is available as to "Victory Garden" production, but Federal specialists believe that this production will have little adverse effect upon the commercial demand for fresh vegetables.

A high record volume of vegetables for processing is in prospect, and exceptionally large quantities of fruits will be dried this year under purchase agreements with producers and processors.

Agricultural officials are looking ahead to the availability of transport and processing facilities after harvest. Farmers are being urged to make efficient use of trucking facilities, to conserve tires, and to economize in the use of gasoline. On all transportation fronts, plans are underway to eliminate waste effort, to take better care of equipment, and to make fuller use of facilities through elimination of less-than-capacity loads and cross hauling.

**TURN BACKWARD, TURN BACKWARD - -**

..... By Arthur G. Peterson

Bureau of Agricultural Economics

Perhaps there is something to the old saying that history repeats itself. Certainly, when it comes to food, World War I and World War II offer some striking parallels. In 1917 and 1918 we had sugar rationing. We had price controls. We had the problems of getting food to our allies. Yes, we even had an earlier version of the Victory Gardens. Those were hectic days.

In June 1917, Food Administrator Hoover made an appeal for a voluntary reduction in sugar consumption, but the voluntary program wasn't very effective. About a year later the Government took control of sugar all along the line from producers to consumers and strong measures were put into effect to stabilize prices and profits throughout the industry.

The transportation situation was acute--a common complaint in wartime--so an extensive regional distribution system was established. Sugar users were divided into five classes and some manufacturers, such as candy makers and bottlers, had their allotments of sugar sharply curtailed. No manufacturer or distributor could deliver sugar to anyone who did not furnish a special certificate issued by the Food Administration. The household ration toward the end of the war was reduced to 2 pounds per person per month.

Prices of Food Controlled

The far-reaching control of food prices consisted mainly of a flexible and somewhat indefinite system of margins. The Food Administration through its extensive licensing powers--backed by stiff penalties--spread its control over the whole food industry, except farm and garden producers and small retailers. In licensing food dealers, an attempt was made to limit them to a "reasonable margin of profit above cost."

In April 1918 the Food Administration announced a series of maximum profit margins allowable at wholesale on the more important foods--we call them price ceilings today. To protect high-cost producers and yet not be too favorable to low-cost producers, a high and low maximum margin of profit was fixed on each item. The higher margins were applicable to dealers with high costs and the low margins to those with relatively low costs. No minimum margins were established because such a policy would have tended to discourage reductions in price that might result from competition.

Confidential weekly reports on retail prices were obtained by consumer reporters of the Food Administration in more than 1,300 towns and cities. If prices got too far out of line in a city, an investigator

was sent to find out why. The system worked rather effectively to keep retail profiteering in check.

There were plenty of teeth in the laws providing for the Food Administration. It was unlawful to destroy so-called necessities for the purpose of enhancing prices; to waste or monopolize them; to make any unjust or unreasonable rate of charges in their handling; or to restrict the facilities for transporting, producing, harvesting, manufacturing, supplying, or storing them. The President was authorized to buy and even to requisition foods.

#### Meatless Days Encouraged

The depletion of livestock in Europe brought on a widespread shortage of meats and fats and the allies turned to us. Steps were taken to reduce domestic consumption--meatless meals and meatless days were resorted to at various times--and the Government tried to encourage an increased production of meat animals by assuring farmers that they would be given "a fair share of a fair price paid by the consumer." This may have been the forerunner of the parity price idea.

Government purchases of hog products for the Army and Navy, the allies, and the relief agencies were directed toward the announced purpose of keeping prices of hogs, in Chicago, from falling below \$15.50 a hundred. In an effort to increase hog production in 1918, the Food Administration set out to stabilize prices at an equivalent of 100 pounds of hogs for 13 bushels of corn. To carry out its price policy for hogs, the Government not only made purchases, but controlled receipts at primary markets through a system of embargoes and car allotments, licenses to dealers and packers, and, to some extent, regulation on the profits of packers.

The Food Administration found it a hard job to hold hog prices equivalent to 13 bushels of corn at Chicago. The ratio was lowered from 13 to 11, by basing it on average prices for corn at local farmers' markets rather than on Chicago prices. Indignant farmers charged the United States and British Food Administrations with a lack of good faith.

#### Prices of Dairy and Poultry Products Uncontrolled

Dairy and poultry products were not subjected to definite price fixing, but dealers' profits were restricted. The Food Administration also tried to prevent hoarding, intertrading, wastage, and the regulation of marketing methods.

Poultry raisers were selling their birds early in 1918 because of high prices for poultry and the high cost of feedstuffs. Hens, originally intended for spring and summer egg production, were being sold. This was contrary to the advice of the Food Administration, and, on February 11, 1918, an order was issued forbidding licensees to ship,

sell, or negotiate the sale of any live or freshly killed hens or pullets until April 30, 1918.

Despite a marked rise in prices of cattle feed and in cow slaughter, prices of milk rose surprisingly little until the fall of 1917. Wholesale dealers and, later, retail dealers in butter and cheese were required to keep their selling prices within specified margins of their cost or purchase prices.

#### Fair Prices Set for Wheat

The Food Administration was highly successful in its effort to control and eliminate speculation in wheat and its products. Grain exchanges complied with a request to suspend futures trading in wheat. A spot market practically disappeared under a system where the mills did all their buying in terminal markets through a federally operated Grain Corporation. The licensing of all elevators and mills having storage facilities, and the limitation of the storage period to thirty days, put out of business the line and terminal elevator companies, so far as the speculative handling of wheat was concerned. More effective still was the practically universal agreement entered into by the millers not to pay a price in excess of the fair price adopted by the Food Administration for Government purchases. The fair price was \$2.20 a bushel for Northern Spring wheat at Chicago.

Sharp increases in prices of canned foods and dried fruits led to control measures to curb speculation and prohibit long-time contracts.

#### War Garden Planted

War Gardens--we call them Victory Gardens today--sprang up almost overnight on vacant lots in cities and towns. More than a million acres of city-lot land, most of which had not been previously tilled, was in gardens in 1917. The number of new gardens in that year was estimated at 2 million with a further increase in number and productiveness in 1918.

At the same time, there was a greater consumption of protective foods, such as vegetables and fruits. Larger interstate shipments of perishables, more home gardens, and a marked increase in home canning of fruits and vegetables, helped to provide a balanced diet. The newly discovered vitamins A and B, to be found particularly in dairy products and leafy vegetables, respectively, were publicized by the Food Administration as necessary for health and growth.

All of these World War I measures have a familiar ring to us. If history doesn't exactly repeat itself, at least some of today's problems are similar to those of 1917 and 1918. So when we are uncertain, we look back 25 years and see how our fathers handled the situation. They made their mistakes, of course, but they didn't do so badly at that. They won a war.

**PURCHASE PROGRAM ANNOUNCED  
FOR CANNED RED SOUR CHERRIES**

A purchase program for canned red sour cherries designed to aid canners and distributors in processing and merchandising the current crop and to avoid waste that would result from insufficient returns to growers was announced recently by the U. S. Department of Agriculture.

Under the program, the Agricultural Marketing Administration offers to purchase after March 1, 1943, canned cherries from processors at \$1.50 per dozen for No. 2 size cans and \$7.50 per dozen for No. 10 sizes for water pack of U. S. Grade C (standards) or better--less 5 percent normally allowed for brokerage and cash discounts. Purchases will be made, however, only from canners who furnish satisfactory evidence that they paid growers at least 5 cents per pound for the raw fruit on the basis of U. S. No. 1 grade delivered to the canning plant. This grade include a tolerance of 5 percent for defects and an additional 2 percent for stems.

Purchases made under the program will be in addition to the quantities of canned cherries to be bought for the military forces and for Lend-Lease shipment. This quantity, under the recently amended War Production Board Reservation Order (M-86a), now represents 44 percent of the 1942 canned cherry pack.

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**PRICE SUPPORT ASSURED  
FOR NO. 1 GRADE CHEESE**

The Department of Agriculture announced recently that U. S. No. 1 grade American cheese will be supported for the remainder of this year at the current price of  $20\frac{1}{4}$  cents a pound (Plymouth, Wis., Cheese Exchange basis). This floor price, it was stated, will help to assure continued high production.

It was also announced that the Agricultural Marketing Administration will buy limited quantities of a grade of natural American cheese to be known as U. S. No. 2A. The quality requirements of this grade are designed to include that portion of the U. S. No. 2 cheese suitable for Lend-Lease handling under war-time conditions of storage and shipping.

In addition, AMA plans to buy  $7\frac{1}{2}$  million pounds of canned processed cheese. Part of the cheese used in making the product can be of U. S. No. 2 quality.

Though the buying program will include U. S. No. 2A cheese, the Department is continuing to emphasize the production of a high quality product. Purchases of U. S. No. 2A will be at a differential substantially lower than the No. 1 price.

## THE EGG DRYING INDUSTRY GROWS UP

..... By George Snell

You already know quite a bit about the egg drying industry. You know, for example, that it was started during the period following the Civil War, that it emigrated to China and stayed there for a number of years, but that it finally came home to roost. You have watched it expand at an almost unbelievable rate in recent months under the impetus of Lend-Lease purchases--from an annual production of 10 million pounds in 1939 to its present capacity of 300 million pounds. All in all, you know quite a bit about dried eggs. You've even visited the plant over at Thistledown.

But this is an industry that moves fast, and there have been some developments you may not have followed. The manufacturers have been working out an answer to the troublesome problem of packaging. And they have been doing everything in their power to improve the quality of their product. Truth of the matter is, they are looking far beyond Lend-Lease. They are thinking about the market for dried eggs after the war is over.

### Packaging Improved

Take this matter of packaging. Up to the time the British Food Ministry decided to take all of its egg requirements in the form of dried eggs, this product had been sent to England in barrels containing 150 to 200 pounds. There they were distributed to large-scale bakers and food manufacturers who used the product in sizeable quantities. One of the changes brought about by the British Food Ministry's decision was the need for dried whole eggs in "consumer-size packages"--packages that could be distributed to individual consumers in Great Britain and thus add to the scanty ration of shell eggs.

Today 10 concerns in the United States have contracted to package dried whole eggs in boxes containing five ounces--the equivalent of a dozen shell eggs. This job, started less than 6 weeks ago, soon will be carried on at the rate of nearly 20 million packages per month for shipment to England. Distribution of the consumer-size package started in England in June at the approximate rate of one package per month for each family of three, or one package per person each 3 months. The dried eggs will supplement the ration of fresh shell eggs that each Briton receives--one egg per month in the winter and four per month during the summer.

Work was started only recently on the development of an "in-between" package for dried eggs so that distribution of the product to the smaller bakers and food manufacturers in England could be simplified. This package, when it is finally developed, will contain about 14 pounds of dried egg powder, and to expedite handling in shipping, there will be four packages to a carton.

Army requirements for whole dried eggs increased materially following Pearl Harbor. According to present plans, nearly 95 percent of the Army's use of the dried whole egg product will reach the soldier in the form of scrambled eggs, or a similar table use, while only about 5 percent will be used for cooking and baking purposes. Uses of the product for the air forces is contemplated and a waterproof and light-proof package that can stand high altitudes and rough handling is now being developed.

### The Industry Works for Quality

When it comes to quality, industry committees are working closely with Department of Agriculture scientists and technicians to make the best and most uniform product it is possible to turn out. Peacetime survival of the industry, it has been pointed out, hinges upon success in making something more than a "substitute" food. Manufacturers have been challenged to make a product good enough and wholesome enough to serve to special guests in their own homes. To this end the industry exchanges work plans and operation techniques through its own administrative and technical committees.

The Agricultural Marketing Administration operates a field laboratory in which plant by plant investigations are being made of processing difficulties encountered. Dr. H. E. Goresline of the Bureau of Agricultural Chemistry and Engineering is in charge of the laboratory, and he and his assistants act as "trouble shooters" for the industry. The complete tests of the manufacturing operations used in each plant are directed toward the improvement of every step in the processing and handling of the product to improve its palatability and its keeping qualities.

All of these steps are of immediate importance. The dried egg powder we supply our soldiers and allies must be wholesome.

As the result of this widespread use of dried egg powder, brought about by war, the industry is looking forward to public acceptance of the product for the peacetime future. The future is reasonably assured if the returning soldier remembers the product favorably and if the housewife finds it acceptable in every use to which she puts it. Without acceptance for home cooking and table uses, postwar prospects for the industry will be very much more limited.

Industry leaders join Department of Agriculture officials and technicians in the belief that transition from a wartime to a peacetime basis will not necessitate any major upset in the physical properties of the industry because care and forethought have been exercised in the expansion of facilities. Egg drying plants today are producing their huge output by operating up to 24 hours a day and consequently are in a position to taper production off to peacetime requirements without resorting to factory shutdowns.

**-PERTAINING TO MARKETING-**

The following reports and publications, issued recently, may be obtained upon request from the Agricultural Marketing Administration:

Receipts of Milk and Cream at the Philadelphia Market, 1939-40  
. . . By H. A. Rust and C. W. Pierce

Cotton Ginners' Part in Producing More and Better Linters for Defense. . . By G. S. Meloy

Do Grades of Cotton Reflect Cellulose Deterioration? . . . By Carl M. Conrad and James H. Kettering

Results from Spinning and Fiber Tests on Some Cottons Grown in the Southeast, Crops of 1939 and 1940

Carlot Shipments of Fruits and Vegetables, By Commodities, States, and Months, Calendar Year 1941

Livestock, Meats, and Wool--Market Statistics and Related Data, 1941

Dairy and Poultry Marketing Statistics, 1941 Annual Summary

United States Standards for Grades of Frozen Lima Beans

Market Summaries, 1942:

South Carolina Potatoes

" " Snap Beans

Florida Celery

" Citrus

Alabama Potatoes

Mississippi Cabbage

" Tomatoes

Kaw Valley, Kans., Orrick, Mo., Arkansas, and Oklahoma Potatoes

Texas Vegetables

Laredo, Coastal Bend, and Wilson-Karnes, (Texas) Onions

Winter Garden and Eagle Pass, (Texas) Onions

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PAN AMERICAN TRADE, a new book by John William Lloyd, Professor of Fruit and Vegetable Marketing at the University of Illinois, graphically describes the development of the commercial fruit industries in the various countries, particularly Argentina, Chile, Brazil, Mexico, and Cuba. It is recommended to economists, members of the fruit trade, and the general public. Publisher: The Interstate, 19 N. Jackson St. Danville, Ill.

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